

A golf club head with a polymer insert having indicia printed directly on its surface is disclosed herein. The polymer insert is disposed in a recess of the club head, and is preferably composed of a thermosetting material. Preferably, an UV curable ink is utilized for the indicia. The UV ink is printed on the external surface of the insert through a transfer pad printing process, and then cured with UV energy. Preferably, the golf club head is a putter, and the insert is composed of a thermosetting polyurethane. The insert is preferably white, and the indicia is preferably multi-colored.

## Figures